

## **Evergreen blooms with new Retail!**

By Councilmember Rose Herrera

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There are reasons to be optimistic about our future. We are seeing signs that this deep recession may be thawing. More jobs are coming to Silicon Valley and new businesses are opening in Evergreen. This past weekend over 300 hundred people and their pets joined me in celebrating the grand opening of Canyon Creek Pet hospital and we are eagerly awaiting the opening of two new grocery stores.

I am buoyed by the report from the state's employment department that for the first time in more than two decades, California scored its biggest one-month job gain in February adding over 96,500 new jobs.

As the global leader in innovation, when Silicon Valley grows, the rest of the world follows. We will be a catalyst for the recovery. Regionally, more than 4,500 jobs were added and that is more than the average for this time of year.

Santa Clara County's rate of 10.3 percent was its lowest in nearly two years, down from 10.5 percent in January. A .2 difference may sound small statistically, but to the families that now have a paycheck, it is huge. Tech hiring in the valley was up 1,200 jobs over the month. Even construction jobs showed a slight gain, with the first yearly job increase in 39 months.

This positive economic trend can also be seen in the increasing number of business owners willing to invest in our Evergreen community and open new businesses. Investing almost \$1 million, Canyon Creek Pet Hospital's owners have opened their doors providing Evergreen pet owners a full service state-of-the-art pet hospital seven days a week until midnight.

I'm proud to announce good news on the grocery store front. New Leaf Community Markets and Fresco World Market are both coming to Evergreen. Just finalized two weeks ago, New Leaf Community Markets is locating at Canyon Creek Plaza in the former PW Market location. Officials of New Leaf Community Markets, a Santa Cruz-based regional natural foods grocery chain, just announced the plan to open their first Silicon Valley store in the fall. The New Leaf store will offer classes on cooking, health, and nutrition. It will feature a salad bar, hot food bar, and juice bar. New Leaf officials say they donate ten percent of their annual profits to nonprofits.

Fresco World Market is a one-of-a-kind grocery store opening in early summer at Eastridge in the former Circuit City location. The owners are investing more than \$6 million at this location. The store celebrates the vibrant multi-ethnic cultures of the Bay Area. Fresco will offer an array of specialty and ethnic foods from around the world, as well as traditional and conventional groceries. In addition to a diverse grocery department, there will be a full service meat and seafood department along with the

largest produce department in Santa Clara County. Fresco will be hiring over 150 employees and we are thrilled they have committed to hire locally.

All of these stores will fill a niche in our community and will provide a unique experience tailored to their customers. The fact that these stores are opening now is a vote of confidence in our local economy. I am dedicated to supporting new retail opening in Evergreen as I have been working with the owners of both centers. I commend Canyon Creek Pet Hospital, New Leaf, and Fresco for their willingness to take on the risk of opening a business in these times and bringing much needed jobs, retail, and services to our community.

Please join me in welcoming them to Evergreen and stay tuned for more grand opening dates!

If you need assistance or have any questions, please contact my office at (408) 535-4908 or by e-mail at [district8@sanjoseca.gov](mailto:district8@sanjoseca.gov).

We have some great events coming up. Add them to your calendar and join me!

- Saturday, April 16 8:03 a.m. 5k Rabbit Run/Walk, Lake Cunningham Park
- Monday, May 9 6:00 – 8:00 p.m. District 8 Community Budget Meeting, Quimby Oak Middle School - Multimedia Room
- Saturday, May 21 8:30 a.m. District 8 Senior Health Fair and Walk, Eastridge